

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer implemented method of conducting commerce, the method comprising:

receiving a transaction request from a user as text input;
using natural programming language to analyze ~~analysis~~ the text input to build a conversation[[s]] with the user based on the transaction request;
conducting ~~the~~ a transaction with the user based on the text input;
generating a voice-synthesized response in accordance with the transaction through an avatar; and
tracking the transaction by storing the transaction in the database.

2. (Currently Amended) The method of claim 1 wherein tracking comprises:
searching a database to find related information associated with conducting the transaction.

3. (Original) The method of claim 1 wherein tracking comprises:
generating follow-up messages to send to the use that is based on added information stored in the database.

4. (Currently Amended) The method of claim + 3 wherein the follow-up messages with the user are statistically analyzed to generate marketing related information.

5. (Original) The method of claim 3 wherein the transaction is a user request as to order status for an order being tracked in the database.

6. (Currently Amended) The method of claim 1 wherein ~~in which~~ generating the response comprises:

searching a database for content related to the transaction request ~~in conjunction with the match~~; and

animating the avatar with a voice and facial movements corresponding to content found in the database ~~text produced from the match~~.

7. (Currently Amended) The method of claim 6 wherein ~~in which~~ animating comprises generating helpful verbal suggestions for conducting the transaction.

8. (Currently Amended) The method of claim 7 wherein ~~in which~~ animating comprises processing text input from the user with natural language programming (NLP) techniques to develop and build conversations between the user and the avatar.

9. (Currently Amended) The method of claim 1 wherein ~~in which~~ receiving the text input is in response to a suggestion generated by the avatar.

10. (Currently Amended) The method of claim 1 wherein the program performs an inquiry for ~~as to~~ financial information related to the user.

11. (Original) The method of claim 1 wherein the program supports a sales transaction.

12. (Original) The method of claim 1 wherein the program supports a help desk inquiry that involves customer support for a product or service.

13. (Original) The method of claim 1 wherein the program supports a report for customer support to report a malfunctioning product, system, or service.

14. (Original) The method of claim 1 wherein the program calls another program to process an inquiry.

15. (Currently Amended) A computer program product residing on a computer readable medium, for conducting commerce comprises instructions for causing a computer to:
receive a transaction request from a user as text input;
~~use natural programming language to analysis~~ analyze the text input using natural programming language to build conversations with the user based on the transaction request;
conducting ~~the~~ a transaction with the user based on the text input;
generate a voice-synthesized response in accordance with the transaction through an avatar; and
track the transaction by storing the transaction in the database.

16. (Currently Amended) The computer program product of claim 15 wherein instructions to track comprise instructions to:
search[[ing]] a database for related information associated with conducting the transaction.

17. (Currently Amended) The computer program product of claim 15 wherein instructions to track comprise instructions to:
~~generating~~ generate follow-up messages to send to the use that is based on added information stored in the database.

18. (Currently Amended) The computer program product of claim ~~15~~ 17 wherein responses the follow-up messages are received and the responses are statistically analyzed to generate marketing related information.

19. (Original) The computer program product of claim 15 wherein the transaction is a user request as to order status for an order being tracked in the database.

20. (Currently Amended) The computer program product of claim 15 wherein instructions to generate the response comprise instructions to:

search a database for content related to the transaction request ~~conversational engine in conjunction with the match~~; and

animate the avatar with a voice and facial movements corresponding to content found in the database ~~text produced from the match~~.

21. (Original) The computer program product of claim 20 wherein instructions to animate comprise instructions to generate verbal suggestions for conducting the transaction.

22. (Currently Amended) The computer program product of claim 20 wherein instructions to animate comprise instructions to use natural language processing (NLP) ~~techniques~~ to develop and build conversations between the user and the avatar.

23. (Currently Amended) The computer program product of claim 20 wherein the program performs an inquiry ~~as to~~ for financial information related to the user.

24. (Original) The computer program product of claim 20 wherein the program supports a sales transaction.

25. (Original) The computer program product of claim 20 wherein the program supports a help desk inquiry that involves customer support for a product or service.

26. (Original) The computer program product of claim 20 wherein the program supports a report for customer support to report a malfunctioning product, system, or service.

27. (Original) The computer program product of claim 20 wherein the program calls another program to process an inquiry.

28. (Currently Amended) A system for conducting commerce, the system comprising:
a server computer for
receiving a transaction request from a user as text input;
analyzing the text input using natural programming language processing to analyze the
~~text input~~ to build conversations with the user based on the transaction request;
conducting the transaction with the user based on the text input;
generating a voice-synthesized response in accordance with the transaction through an
avatar; and
tracking the transaction by storing the transaction in the database; ~~and~~
~~a client system for sending the text input to the server.~~

29. (Currently Amended) The system of claim 28 further comprising:
a client system for sending the text input to the server, with ~~wherein~~ the client system
runs executing a web browser program.

30. (Original) The system of claim 28 wherein the server generates follow-up messages to send to the use that is based on added information stored in the database.

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31. (Currently Amended) The system of claim ~~28~~ 30 wherein the server receives responses to the follow-up messages and statistically analyzes the responses to generate marketing related information.